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Message Text

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E.O. 11652 : NA
TAGS : BGEN NI
SUBJ : POST COMMENTS ON COMMERCE ANTI-RECESSION EXPORT
CAMPAIGN

REF : STATE A-2778 OF APRIL 21, 1975

1. THE NIGERIAN MARKET NOW IS SUFFICIENTLY LARGE AND EXPANDING AT SUCH A RATE THAT THE POSSIBILITIES FOR EXPORT OF U.S. PRODUCTS AFFECTED BY RECESSION ARE TOO NUMEROUS TO LIST INDIVIDU-ALLY. THIS IS THE MOST POPULOUS COUNTRY IN AFRICA WITH A NUMERI-O CALLY LARGE AND GROWING MIDDLE CLASS IN ITS CITIES. IT IS ALSO A NATION DETERMINED TO CONVERT ITS OIL INCOME INTO SOLID ECONOMIC PROGRESS. THUS, NIGERIA PRESENTS ITSELF AS TWO PROMISING MARKETS. ONE, FOR ALL KINDS OF CONSUMER GOODS AS LIVING STANDARDS RISE AND AS A SIZABLE AND NEWLY RICH ELITE INCREASES ITS CONSUMPTION MOST CONSPICUOUSLY; AND THE OTHER, FOR A SIMILARLY WIDE RANGE OF CAPITAL GOODS AS OFFICIAL DEVELOPMENT SPENDING, ON THE ONE HAND, AND THE EXPANSION OF A DYNAMIC PRIVATE SECTOR, ON THE OTHER, TAKE HOLD AND GROW.

2. CONSUMER GOODS: THE BIGGEST ATTRACTIONS OF THE NIGERIAN CONSUMER MARKET LIE IN ITS SIZE AND THE ANTICIPATED GROWTH OF PURCHAS-ING POWER OVER THE YEARS AS THE COUNTRY'S OIL INCOME IS SHARED MORE DIRECTLY BY ITS CITIZENS.

CONSUMER GOODS OF ALL TYPES, DURABLE AND NON-DURABLE, ARE
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IN GREAT DEMAND. THE ORDINARY NIGERIAN IS HIGHLY BRAND CONSCIOUS:

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THOUGHT SHOULD BE GIVEN BY POTENTIAL AMERICAN EXPORTERS TO ATTRAC-
TIVE MARKETING ON A BRAND NAME BASIS.

CATEGORIES OF CONSUMER GOODS IN THE LIST OF RECESSION HIT
INDUSTRIES WITH EXPORT POTENTIAL THAT SHOULD BE WELL RECEIVED IN
THE NIGERIAN MARKET INCLUDE HOUSEHOLD SMALL APPLIANCES, ELECTRIC
HOUSEWARES AND FANS AND BOATING AND MARINE SUPPLIES, CUTBRY, HAND
TOOLS AND HARWARE.

3. CAPITAL GOODS: WE WOULD LIST THE FOLLOWING AREAS AS DESERVING
SPECIAL CONSPDERATION IN ANY EXPORT DRIVE BY AMERICAN INDUSTRY TO
THIS MARKET: (A) HOUSING AND BUILDING CONSTRUCTION: THE NEED HERE
IS FOR BOTO CONUTRUCTION CAPABILITIES AND FOR THE SUPPLYING OF
BUILDING MATERIALS. THIS CATEGORY WOULD INCLUDE RESIDENTIAL HOUSING
(ALLOTED DOLS3.2 BILLION UNDER THE THIRD DEVELOPMENT PLAN), HOSPITAL
AND EDUCATION INSTITUTIONS. (B) TELECOMMUNICATIOPS: PLANNED FMG
EXPENDITURES IN THIS FIELD ARE EMBITIOUS AND WILL INVOLVE A HIGH
IMPORT COMPONENT. (C) AGRO INDUSTRIES: NIGERIANS ARE PARTICULARLY
ANXIOUS TO DEVELOP THE CURRENTLY STAGNANT AGRICULTURAL SECTOR AND
EXPORT OPPORTUNITIES FOR BOTH AMERICAN FOOD PROCESSING EQUIPMENT
AND FARM MACHINERY ARE SUBSTANTIAL. (D) ROADS AND HIGHWAYS:
PRESENTLY DOMINATED BY EUROPEAN CONSTRUCTION COMPANIES, THIS SECTOR
OFFERS STRONG EXPORT OPPORTUNITIES FOR BUILDING MATERIALS AND FOR
CONSTRUCTION MACHINERY AND SUPPLIES. (E) NOT TO BE OVERLOOKED TOO,
IS A SUBSTANTIAL DEMAND FOR CONSULTING, PLANNING AND SIMILAR
SERVICES BADLY NEEDED IN AN ECONOMYWICH IS STARVED FOR TECHNICAL
AND PROFESSIONAL SKILLS--A SHORTAGE WHICH THE NIGERIANS HAVE
RIGHTLY IDENTIFIED AS A MAJOR DEVELOPMENT BOTTLENECK.
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